

Lorillard
TOBACCO COMPANY

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April 6, 1994

TO: Mr. Barry Magid
FROM: F. A. Paternostro
SUBJECT: INSTITUTIONS - South Carolina Correctional Institutions

The following is a three-year comparison and 1994 YTD sales. Barry, the South Carolina Correctional Institutions fiscal year covers 7/1 - 6/30.

<u>7/90-6/91</u>	<u>7/91-6/92</u>	<u>7/92-6/93</u>	<u>7/93-3/94</u> <i>9 MONTHS</i>
70,186	72,631	61,764	61,626

*Totals are in cartons and are Newport King and 100's packings. Box packings make up a small percentage.

Sales of Newport in the prisons had been affected in '92-'93 due to competitive buy downs on Doral, but as you can see, in '94 sales are increasing due to a slowdown on competitive activity.

In South Carolina, they have also stopped the inmates from participating in the sneaker deal due to new prison regulations regarding footwear. All prisons are still participating in the Play Ball Program, and this has been our niche over the competition.

Should you have any further questions, please advise.

F.A.P.

/jm

cc: Mr. R. E. Klein

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